Use of the Utah Logo on Websites

To ensure that the Utah logo is effectively used in all marketing materials, the Utah Office of Tourism (UOT) asks that you refer to the Brand Guidelines found at www.travel.utah.gov/logoguidelines. These guidelines address the size requirements and color options of the logo, along with improper logo usage examples. Listed below are additional guidelines for use of the logo on websites.

Logo Placement
While it is preferred that the logo be in the upper right-hand corner we also understand that locating it there may not be the best location with your overall website design. Placement approval will be given on a case by case basis.

Logo Link
As a service to your constituents we would like to request that the logo be linked to www.utah.travel which is the Office of Tourism s consumer website.

Approval for use of Logo
Please send requests to use the Utah logo to logoguidelines@utah.gov. All requests will be responded to within five working days.

Questions
If you have any questions regarding the use of the Utah logo please contact Kelly Day at kday@utah.gov or 801-538-1727.